Our Impact

- 54,200 properties nationwide
- 8 million American jobs
- $590 billion to U.S. GDP
- Hotels generate $483 billion in guest spending
- Hotels generate $167 billion in fed, state, local taxes
Hotels support $3.8 billion of state, federal & local taxes.

109,239+ hotel jobs in Hawaii.
How Far the Short Term Rental Market has Come
‘Illegal Hotels’

Commercial operators listing multiple units in the same metropolitan area or listing units for extended periods of time without adhering to commonsense regulations or tax obligations
New Research Shines a Spotlight on STRs

- Largest and most comprehensive study of its kind to date
- Focused on 13 US markets of the largest metropolitan areas
- Two troubling findings:
  - “Hosts” who rent multiple units
  - “Hosts” who rent units full-time
National Findings

- 11,350 unit hosts rented out over 43,000 units
  - Equates to 17% of Airbnb’s inventory

- Multi-unit hosts generated over $700 million in revenue
  - Equates to 30% of the revenue

- All markets saw an increase in multi-unit hosts

- ~11% of entire-home hosts have 2 or more units
  - They manage 30% of properties
  - Make up 37% of revenue
Key Findings: Oahu, Hawaii

- Oahu was the second fastest growing market (+187%) and also led the way with 124% in units.

- Highest share of total revenue derived from multi-unit hosts than any other market (63%).
CBRE Study Shatters Homesharing Myth

- FOX NEWS: Airbnb making millions from ‘illegal hotels,’ hotel industry report claims
- The Miami Herald: National hotel association and local politicians double down on Airbnb fight
- CRAIN’S: Many Airbnb hosts are pros, not mom and pops, hotels say
- AH&LA, CBRE report finds multiunit hosts the main driver of Airbnb growth
Equal application of city/state/federal laws

- Government shouldn’t be picking winners and losers

- Protecting neighborhoods: hotels follow zoning and business regulations. Maintain the integrity and quality of life around residential communities.

- Guest safeguards: hotels implement latest safety and procedures to protect the traveling public.
Ensure a Level Playing Field

‘Voluntary Collection Agreements’

✓ Violate standards of transparency and democratic governance.

✓ Improperly cede tax authority to a single private company.

✓ Fail to address other market players.

“If they’re going to write you a check, they can tell you where it’s coming from ... Why can't they disclose that information to a government official?”
– Doug Belden, Hillsborough County Tax Collector
2017 Landscape

States that have introduced STR Legislation
Any locality may, by ordinance, establish a short-term rental registry and require operators within the locality to register annually.

If a locality adopts a registry ordinance, it may include a penalty not to exceed $500 per violation.

Chapter does not supersede existing local authority to regulate STR of property through general land use and zoning authority.
A Path Forward

- Basic business registration
- Compliance with state and local tax obligations
- Adherence to section 509
- Platforms must remove noncompliant listings
- Commercial insurance for commercial businesses
- Hawaii families are heavily dependent on workforce rental housing, that’s increasingly harder to access.

- 40% of Hawaii residents rent a home or condo unit.

- Honolulu rents have skyrocketed by 33% over the last decade.

- Honolulu ranks 99th out of 100 metropolitan areas for affordability.

- 22,202 more rental units needed in Hawaii over the next 10 years.
What communities are saying...

AIRBNB PARTIERS WREAK HAVOC ON QUIET FLORIDA COMMUNITY

Hammock residents protest short-term rental bills

Orlando Sentinel Airbnb regulations: Local governments know best

TALLAHASSEE DEMOCRAT Windsor: Airbnb’s Florida record seems less than transparent

Herald-Tribune Editorial: Let communities set rules on rentals
New Poll Shows Consumers Want Regulation

Overwhelming majority believe online rental sites SHOULD BE treated like a hotel...

- 91% ...required to follow local zoning, health and safety rules
- 87% ...subject to the same safety and fire regulations
- 85% ...required to register & pay taxes
- 71% ...required to provide access for the disabled

New data reveals overwhelming majority of Americans believe short-term rentals should be regulated
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Revitalized and more united than ever. All together powerful.